



WPTV

ORDER

Print Date 09/12/12

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Flight Dates 09/24/12-09/30/12

Contract / Revision 310543 / Frankel for Congress

Original Date / Revision 09/10/12 09/12/12 Agency Com 15%

Advertiser Frankel / Democrat / Congre Billing Contact

1580 Lincoln Street
Suite 510
Denver, CO 80203

Agency Media Strategies and Resea

Buying Contact

1580 Lincoln Street
Suite 510
Denver, CO 80203

Sales Office WPTVN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 11887

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Cheryl Beers

Account Executive	Order%	Start Date	End Date
Cheryl Beers	100%		

Order Share 100% Market Value 30190

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	57	\$25,661.50	\$30,190.00	0.00
Totals	57	\$25,661.50	\$30,190.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	57	\$25,661.50	\$30,190.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	09/24/12	09/28/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	1	\$120.00	P-3	0.00	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	MTWTF--		5		\$120.00		0.00					
N 2	WPTV	09/24/12	09/30/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	8	\$450.00	P-3	0.00	NM	8	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	MTWTF--		8		\$450.00		0.00					
N 3	WPTV	09/24/12	09/28/12	M-F 7-9a TODAY SHOW	CM	7-9a	MTWTF--	:30	5	\$750.00	P-1	0.00	NM	5	\$3,750.00



WPTV

Print Date: 09/12/12

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Contract / Revision **310543** Flight Dates **09/24/12-09/30/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/12/12

Order Sep 00:20:00

Advertiser **Frankel / Democrat / Congr** Product **Frankel for Congress**

Estimate # **11887**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	09/24/12	09/28/12	M-F 7-9a TODAY SHOW	CM	7-9a	MTWTF--	:30	5	\$750.00	P-1	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					5	\$750.00		0.00			
N 4	WPTV	09/29/12	09/29/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$450.00		0.00			
N 6	WPTV	09/30/12	09/30/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$100.00		0.00			
N 7	WPTV	09/30/12	09/30/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$275.00		0.00			
N 8	WPTV	09/30/12	09/30/12	Su 8-9a SUN TODAY	CM	8-9a	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$550.00		0.00			
N 10	WPTV	09/24/12	09/28/12	M-F 10-11a TODAY III	CM	10-11a	M--F--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M--F--					2	\$150.00		0.00			
N 11	WPTV	09/27/12	09/27/12	M-F 11-12n RACHEL RAY	CM	11a-12p	---T---	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$135.00		0.00			
N 12	WPTV	09/24/12	09/28/12	M-F 12p NEWS NOON NEWS	CM	12-1p	M-WF--	:30	3	\$135.00	P-3	0.00	NM	3	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-WF--					3	\$135.00		0.00			
N 13	WPTV	09/25/12	09/25/12	M-F 1-2p DAYS OF OUR LIVES	CM	1-2p	-T-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$125.00		0.00			
N 14	WPTV	09/24/12	09/27/12	M-F 2-3p MILLIONAIRE	CM	2-3p	M-T---	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-T---					2	\$100.00		0.00			
N 15	WPTV	09/26/12	09/26/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	--W----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$100.00		0.00			
N 16	WPTV	09/24/12	09/24/12	M-F 4p-5p ELLEN	CM	4-5p	M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$275.00		0.00			
N 17	WPTV	09/24/12	09/28/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$650.00	P-1	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					5	\$650.00		0.00			



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Contract / Revision **310543** Flight Dates **09/24/12-09/30/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/12/12

Order Sep 00:20:00

Advertiser **Frankel / Democrat / Congr** Product **Frankel for Congress**

Estimate # **11887**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	WPTV	09/24/12	09/28/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$650.00	P-1	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	MTWTF--	5		\$650.00	0.00							
N19	WPTV	09/24/12	09/28/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-WTF--	:30	4	\$1,800.00	FX	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	M-WTF--	4		\$1,800.00	0.00							
N22	WPTV	09/24/12	09/24/12	Monday Prime C REVOLUTION	CM	10-11p	M-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	M-----	1		\$750.00	0.00							
N23	WPTV	09/25/12	09/25/12	Tuesday Prime B GO ON/NEW NORMAL	CM	9-10p	-T-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	-T-----	1		\$750.00	0.00							
N24	WPTV	09/26/12	09/26/12	NBC Wednesday Prime LAW & ORDER SVU	CM	9-11p (9:00 PM-11:00 PM)	--W----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	--W----	1		\$600.00	0.00							
N25	WPTV	09/28/12	09/28/12	Friday Prime B GRIMM	CM	9-10p	----F--	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	----F--	1		\$750.00	0.00							
N26	WPTV	09/29/12	09/29/12	Saturday Prime C L&O SVU	CM	10-11p	-----S-	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	-----S-	1		\$500.00	0.00							
N27	WPTV	09/24/12	09/28/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	MTWTF--	5		\$600.00	0.00							
N28	WPTV	09/29/12	09/29/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	-----S-	1		\$600.00	0.00							
N29	WPTV	09/30/12	09/30/12	Su 1130p-1205a after NFL 1130p-12x After NFL	CM	1130p-12x (11:30 PM-12:00 XM)	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	-----S	1		\$600.00	0.00							
N30	WPTV	09/25/12	09/28/12	M-F 1135p-1235a TONIGHT SHOW	CM	1135p-1235a	-T--F--	:30	2	\$575.00	FX	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	-T--F--	2		\$575.00	0.00							
N31	WPTV	09/29/12	09/29/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	-----S-	1		\$175.00	0.00							
Totals													57	\$30,190.00	